

Abstract of Disclosure

The invention relates to a method of building up a data bank containing customer data and/or for the organisation of a rebate or coupon system. Furthermore, the invention relates to the use of such a method and also to computerised tills usable in the context of the method, to printed till receipts, printed invoices, printed entry cards, product packages, product labels and product tags. Finally, the invention also relates to an apparatus for the production of the said product packages, product labels and product tags. In the context of the invention products to be sold to customers, or records handed out to the customers on purchase of products or services, are respectively provided with an individual code and the code is transmitted by the customer, after purchase of the product or of the service, together with data characterising the respective customer to a data collecting station via a communication network, in particular via the Internet or via a telephone network, with the data collecting station being laid out to at least store the data characterising the respective customer.